



Commonwealth of Pennsylvania

Social Media Security Requirements

September 2018

The below is meant to be used as a security guide to setting up social media pages for commonwealth agencies. Social media managers at the agencies are responsible for ensuring all existing and future agency social media accounts adhere to this checklist. As platforms change and new ones develop, this guide may be updated. Exceptions can be made to some of the below guidelines, but please seek approval.

Agency Check	Passwords and Logins
KB	Use a government email address for your account's emails (exception: Facebook). A .gov email address is required for verification for some platforms. We recommend using a resource account to make it easier to manage the account should personnel change or if you are out.
KB	Make sure all email accounts, social accounts, and management services (Hootsuite, for example) are using a strong password. At least 12 characters long, that is either randomly-generated (like pr4tru5\$xuNa) or a random string of words (like "hewn cloths titles yachts refine"). We recommend the password contain both upper and lower case characters, a number, and a non-alphanumeric character. <u>Here is a free service for generating strong passwords.</u> <u>You are required to do this for your CWOPA account as well.</u>
KB	Use a unique password for each website, service, or email you use. That way, if one account gets compromised, the rest are safe.
KB	Select third-party applications with care, revoke those you don't recognize. There are thousands of applications built by external developers that allow you to do an array of neat things with your account. However, you should be cautious before giving up control of your account to someone else. Revoke access for any third-party application that you don't recognize by visiting the Applications tab in your account settings. Don't give your username and password out to untrusted third parties, especially those promising to get you followers or engagement.
KB	Make sure every social media platform has at least two staff members with full admin access. This is for both emergency situations and in the event one of the admins departs from the agency. You may choose to have



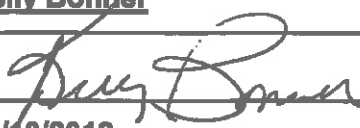
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	additional agency individual must have a two-step secured Twitter account AND must be using Tweetdeck. You may choose to add additional contributors, but we recommend giving access to no more staff than absolutely necessary. Here is how to <u>set up a team account for your agency on Tweetdeck</u> .
See Notes	Designate the Governor's Office as an admin on each of your Tweetdeck teams. Add @PennsylvaniaGov as an admin on your Tweetdeck team.
See Notes	Turn on the Confirmation Step on Tweetdeck for all accounts. Under accounts, Tweetdeck now includes an optional tweet confirmation feature that asks you to tick a "Ready to Tweet?" box before sending out a tweet. Learn how to turn it on <u>here</u> . Both the agency account and any individual team members should turn this on.
KB	Check "Require personal information to reset your password" for all accounts. Under Account Settings > Security and Privacy.
KB	<u>Reminder.</u> Do not block any Twitter users. Go to Settings > Blocked accounts. Verify there is no one on this list.
See Notes	<u>Reminder.</u> Turn on two-step on your agency Twitter(s), and all individuals on the Tweetdeck team. Tweetdeck team members <u>must be using the Confirmation Step and Two-Step Verification</u> on their individual Twitter accounts. For example, if Press Secretary John Doe @PAPressSecJohnDoe is added as an admin to the @PAExampleDept, John Doe must turn on two-step verification and the confirmation step for his individual @PAPressSecJohnDoe handle.
KB	NOTE- Approval was given to change passwords every 60 days instead of setting up Two-Step verification due to the various administrators that we have on the accounts. NOTE – Approval was given to use Hootsuite vs. Tweetdeck.
Agency Check	Facebook-Specific Guidelines
KB	Review page roles for all pages. Under Page Settings > Page Roles. Ensure you and at least one other staff member have admin access to your page. If you are using Business Manager, ensure that you are the owner of your page.
KB	Turn off ratings and check-ins for all pages. To avoid internet trolls, make sure you don't have ratings or check-ins enabled on your page. To



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KB	Turn on comments for everyone. Go to Settings > Comment Controls. Confirm that comments are allowed for everyone.
KB	Turn on the automatic offensive comment filter. Go to Settings > Comment Controls. Turn on "Hide Offensive Comments." This limits user-generated inappropriate material being posted and/or associated with the page.
KB	If you're moderating comments on Instagram, include a link to the commonwealth comment policy in your bio. The policy can be found at governor.pa.gov/social-media .
KB	<u>Reminder.</u> Do not block any Instagram users. Go to Settings > Blocked Accounts. Verify there is no one on this list.
See Notes	<u>Reminder.</u> Turn on two-step on your agency <u>Instagram(s)</u>.
KB	NOTE- Approval was given to change passwords every 60 days instead of setting up Two-Step verification due to the various administrators that we have on the accounts.
Agency Check	Google My Business Guidelines
KB	<u>Create or claim</u> your agency's Google My Business listing. If your agency has an existing Google My Business listing, you may claim it. If your agency does not have an existing Google My Business listing, you must create one.
KB	Check for any duplicate listings for your agency and report those listings as duplicate. Once you have become the owner of the correct listing for your agency, all other listings should be <u>reported as duplicates</u> .

	Acknowledgment of Checklist Completion
Agency	<u>Department of Community & Economic Development</u>
Name	<u>Kelly Bonner</u>
Signature	
Date	<u>10/10/2018</u>